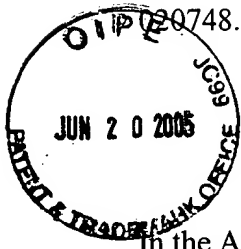


ATTORNEY'S DOCKET NO.
09/922,348.0224PTUS

PATENT APPLICATION
Serial No. 09/922,348



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of:

Borger et al.

Serial No. 09/922,348

Filed: August 3, 2001

Examiner: Carolyn Fatimah Fleary

Group Art Unit: 2152

Confirmation No.: 7283

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR
INTEGRATING ADVERTISING WITHIN WEB CONTENT

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF EXPRESS MAILING

Express Mailing No. ER 897322674 US
I hereby certify that this correspondence is being deposited
with the United States Postal Service by express mail in an
envelope addressed to Commissioner for Patents, P. O. Box
1450, Alexandria, VA 22313-1450

Date of Deposit: June 20, 2005

Signature: Elaine Barnes
Elaine Barnes

Dear Sir:

Response

In response to the Office Actions dated December 20, 2004 and January 10, 2005, please consider the following remarks. The Specification has been amended in the manner set forth below. The pending claims have been reproduced below for the convenience of the Examiner, but no amendments have been made.